IN THE CLAIMS

Please amend Claims 30, 39, 46, and 55 as follows:

30.   A computer system assisted method of generating a customized visual output to facilitate a sale of a product, the computer system comprising one or more computers and storing product images, product environment images and text segments of integration into the customized visual output, the method comprising:

prompting a user of the computer system with a plurality of questions related to at least one of a desired feature and desired use of the product;

receiving into the computer system answers to the plurality of questions;

automatically selecting, in response to at least one of the received answers, a product image, a product environment image, and a text segment; and

integrating the selected product image, the selected product environment image, and selected text segment into a customized visual output;

wherein the customized visual output comprises a single composite visual output relating to the desired use of the product for sale.

39.   A computer system of one or more computers for generating a customized visual output to facilitate a sale of a product, the system comprising:

a memory system, storing product images, product environment images and text segments;

a user interface provided to prompt a user of the computer system with a plurality of questions related to at least one feature and desired use of the product and to input answers to the plurality of questions; and

a processing system, coupled to the memory system and user interface,

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wherein

the processor automatically selects, in response to at lease one of the input answers, a product image, a product environment image, and a text segment and integrates the selected product image, the selected product environment image, and the selected text segment into a custom visual output; and

the customized visual output comprises a single composite visual output relating to the desired use of the product for sale.

46.   A computer readable medium tangibly embodying instructions which, when executed as a process by a computer system of one or more computers comprises the steps of:

prompting a user of the computer system with a plurality of questions related to at least one of a desired feature and desired use of the product;

receiving into the computer system answers to the plurality of questions;

automatically selecting, in response to at least one of the received answers, a product image, a product environment image, and a text segment; and

integrating the selected product image, the selected product environment image, and selected text segment into a customized visual output;

wherein the customized visual output comprises a single composite visual output relating to the desired use of product for sale.

55.   A computer system assisted method of generating a customized visual output to facilitate a sale of a ware offered for sale to a customer, the computer system storing ware images, ware environment images and text segments of integration into the customized visual output, the method comprising the steps of:

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prompting a user of the computer system with a plurality of questions related to at least

one of a desired feature and desired use of the ware;

receiving into the computer system answers to the plurality of questions;

automatically selecting, in response to at least one of the received answers, a ware image,

a ware environment image, and a text segment; and

integrating the selected ware image, the selected ware environment image, and selected

text segment into a customized visual output;

wherein the customized visual output comprises a single composite visual output relating

to the desired use of the ware offered for sale to the customer.

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